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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/893,656	06/28/2001	Stephen Hoffman	IRIS-01	5812
7590	06/01/2004		EXAMINER	
John R. Flanagan			FADOK, MARK A	
FLANAGAN & FLANAGAN				
P.O. Box 2629			ART UNIT	PAPER NUMBER
Eugene,, OR 97402			3625	

DATE MAILED: 06/01/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/893,656	HOFFMAN, STEPHEN
	Examiner Mark Fadok	Art Unit 3625

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on _____.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) _____ is/are pending in the application.
 - 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-20 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | <input type="checkbox"/> Interview Summary (PTO-413) |
| <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____. |
| <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____. | <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | <input type="checkbox"/> Other: _____. |

DETAILED ACTION

Drawings

The drawings filed on 6/28/2001 are acceptable subject to correction of the informalities indicated on the attached "Notice of Draftsperson's Patent Drawing Review," PTO-948. In order to avoid abandonment of this application, correction is required in reply to the Office action. The correction will not be held in abeyance.

Examiner's Note

Examiner has cited particular columns and line numbers or figures in the references as applied to the claims below for the convenience of the applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply as well. It is respectfully requested from the applicant, in preparing the responses, to fully consider the references in entirety as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the examiner.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Lockhart et al (2002/0103697).

In regards to claim 1, Lockhart discloses an online postcard order and creation system, comprising:

- (a) an online site server (para 32);
- (b) a user login subsystem by which a novice customer creates an account and logs into the online site server (para 82);
- (c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images (FIG 4); and
- (d) an order tracking subsystem which is accessible by a novice customer to view the status of a submitted order (Para 120).

In regards to claim 2, Lockhart teaches wherein the novice customer further chooses to place the order and create the postcard online by selecting and previewing a layout of the postcard front and back (FIG 7).

In regards to claim 3, Lockhart teaches wherein the novice customer still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server (para 95).

In regards to claim 4, Lockhart teaches 1 wherein the novice customer still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server (para 95).

In regards to claim 5, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit novice customer orders and account data stored in the online site server and employed in the operation of the novice order creation subsystem (FIG 2).

In regards to claim 6, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit novice customer orders and account data stored in the online site server and employed in the operation of the novice order creation subsystem (FIG 2).

In regards to claim 7, Lockhart discloses an online postcard order and creation system, comprising:

- (a) an online site server;
- (b) a user login subsystem by which a professional customer creates an account and logs into the online site server;
- (c) a professional order creation subsystem accessible and employed by a logged-in customer who chooses to place an order and create the postcard by submitting press-ready artwork of the postcard; and
- d) an order tracking subsystem which can be accessed by a professional customer to view the status of a submitted order (see response to claim 1).

In regards to claim 8, Lockhart teaches wherein the press-ready artwork is submitted by the professional customer via File Transfer Protocol) (para 122).

In regards to claim 9, Lockhart teaches wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server (see response to claim 3).

In regards to claim 10, Lockhart teaches wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server (see response to claim 4).

In regards to claim 11, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem (see response to claim 5).

In regards to claim 12, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem (see response to claim 6).

In regards to claim 13, Lockhart discloses an online postcard order and creation system, comprising:

- (a) an online site server;
- (b) a user login subsystem by which customers create their accounts and logs into the online site server;
- (c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images;
- (d) a professional order creation subsystem accessible and employed by a logged-in customer who chooses to place an order and create the postcard by submitting press-ready artwork of the postcard; and

(e) an order tracking subsystem which can be accessed by a customer to view the status of a submitted order (see response to claim 1).

In regards to claim 14, Lockhart teaches wherein the novice customer further chooses to place the order and create the postcard online by selecting and previewing a layout of the postcard front and back (see response to claim 2).

In regards to claim 15, Lockhart teaches wherein the novice customer still further chooses to place the order and create the postcard online by entering the customer order and billing details for the created postcard into the online site server (see response to claim 3).

In regards to claim 16, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem (see response to claim 5).

In regards to claim 17, Lockhart teaches wherein the press-ready artwork is submitted by the professional customer via File Transfer Protocol format (see response to claim 8).

In regards to claim 18, Lockhart teaches wherein the professional customer chooses to place an order and create the postcard by entering customer order and billing details for the created postcard into the online site server (see response to claim 4).

In regards to claim 19, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystems (see response to claim 5).

In regards to claim 20, Lockhart teaches an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystems (see response to claim 6).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mark Fadok** whose telephone number is **(703) 605-4252**. The examiner can normally be reached Monday thru Thursday 8:00 AM to 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Vincent Millin** can be reached on **(703) 308-1065**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is (703) 308-1113.

Any response to this action should be mailed to:

Commissioner for Patents

P.O. Box 1450

Alexandria, Va. 22313-1450

or faxed to:

(703) 872-9306 [Official communications; including
After Final communications labeled
"Box AF"]

(703) 746-7206 [Informal/Draft communications, labeled
"PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.



Mark Fadok

Patent Examiner